

CUMBERLAND PUBLIC LIBRARY

Cumberland, Rhode Island

Long Range Plan

2002 – 2006

MISSION STATEMENT

The Mission of the Cumberland Public Library is to provide equal access to information, in any and all formats, and the opportunity for knowledge so that people of all ages may seek educational, social, and cultural growth, supporting the primary Constitutional right of intellectual freedom. The Library encourages the free flow of ideas necessary to a democratic society so that citizens may make informed choices about their personal lives, their group activities and associations, and their government. By means of collection and organization of materials, reader's advisory service, programs of interest to specific groups, and reference and referral assistance, the Cumberland Public Library seeks to educate, inform, enrich and entertain the citizens of the Town of Cumberland. The Cumberland Library serves all people without regard for age, sex, religious or ethnic background, political affiliation, educational ability or economic status.

COMMUNITY NEEDS STATEMENT

The 2000 U.S. census indicates an increase in population of 9.6% in the Town of Cumberland over the past decade. Building starts have averaged over 145 per year for the past five years with many families with young children moving in, causing an increase in demand for resources, services and programs, especially children's programs. Cumberland is a largely residential community where many residents are commuting to Boston and other areas outside the community. As a result, there has been an increase in the number of residents seeking longer evening and weekend hours of library service. The recent addition and renovation of the library addressed the need for additional space for collections, services, library programming and community meeting space. As projected in the previous long-range plan, a community survey was conducted in October 2001 to determine customer satisfaction with the new facilities and to determine ongoing community needs for library resources and services. Ninety-three percent of the survey respondents expressed satisfaction with the new library and its services. At the same time, patrons requested (in priority order) more new materials, increased hours of service, additional programs (especially for children), extra staff assistance, and improved landscaping. Individual comments were solicited to the queries:

- 1) "What is your opinion of the new Library addition?"
- 2) "What I like most about the Cumberland Public Library is..."
- 3) "What I like least about the Cumberland Public Library is..."
- 4) "I would like to see these changes made to improve the Cumberland Library's service:"

The survey responses were divided according to, and distributed among, the departments of the library to which the comments were addressed. The staffs of each individual department were charged with developing strategies and/or responses to each of the comments/requests, determining in each case whether a response from the library was even appropriate. These strategies were reviewed by the Library Administration and incorporated into the goals and objectives of this new long-range plan, in order to develop an implementation schedule to address them.

GOALS AND STRATEGIES

Goal I. To evaluate current library services and make changes to meet the needs of the people of Cumberland.

Strategy:

- A. To develop a plan for most widely publicizing and introducing the new library to various segments of the community.

Completion Date: December 2002

- B. To conduct a workflow study in the new facilities and to re-organize staffing configurations to provide services most effectively to the public.

Completion Date: December 2003

- C. To assess the need for periodic capital repairs and to develop a plan, budget and schedule for ongoing repairs and replacements.

Completion Date: February 2003 and annually thereafter

- D. To place a suggestion box in the Adult Services section of the library and invite patrons to recommend possible additions to the collections or make other suggestions to improve their satisfaction with the library.

Completion Date: September 2002

- E. To perform an in-house or community wide survey to determine awareness of library services and to ensure community participation.

Completion Date: October 2004 and every 3 years thereafter.

- F. To review space layout and signage every 5 years.

Completion Date: December 2006 and every 5 years thereafter.

Goal II. To increase the accessibility of materials and services.

Strategy:

- A. To increase the number of information resources via online database over public PC workstations located in the Reference Room and the Children's Department.

Completion Date: On-going

- B. To upgrade at least one third of the library's PC's to current CLAN standards.

Completion Date: Annual

- C. To advertise the availability of, and to provide, training sessions and written guides to residents on how to use the computerized catalog, including how to place holds from home.

Completion Date: On-going

- D. To create a detailed layout map and sign to direct patrons in locating resources on the second floor of the new library.

Completion Date: May 2002

- E. To recruit volunteers to watch/interact with older/younger siblings while children attend storytimes.

Completion Date: September 2002

- F. To continue to investigate and experiment with new methods of program registration, in order to make the process as easy and as fair as possible for all Town residents.

Completion Date: Ongoing

- G. To investigate the technology, the possibility, and the practicality of on-line renewals.

Completion Date: July 2005

- H. To study and report on the feasibility of extending library hours to include additional weekend and evening hours.

Completion Date: Study: December 2002, and Additional Hours: July 2003

- I. To improve the landscaping in front of the library, in order to provide an accessible walkway from the south parking lot to the northeast entry.

Completion Date: September 2002

- J. To speak to and discuss with the Police Chief and the Public Works Director about residents' concerns relative to traffic patterns on the Monastery grounds, as reported in the October 2001 community survey conducted by the library.

Completion Date: March 2002

- K. To develop a plan for providing telefacsimile services to the public.

Completion Date: December 2002

- L. To streamline checkout procedures and shorten lengthy delays in line by providing at least one self-checkout station for customers.

Completion Date: December 2003

Goal III. To create a positive public awareness of the library.

Strategy:

- A. To develop an annual public relations plan for the library.

Completion Date: December 2002 and each December thereafter

- B. To continue to work with the Friends of the Library to promote public awareness of the library.
- C. To work with the Friends to develop a program/packet for welcoming new users/new parents/new infants to the library community.

Completion Date: July 2003

- D. To coordinate with the Friends in publishing a library newsletter at least quarterly, and to post the newsletter on the library's website.
- E. To continue to publicize programs, collections and services in local newspapers, such as The Providence Journal, The Times, The Call, The Observer and The Valley Breeze.

- F. To continue to update and enhance the library's webpage.

Completion Date: On-going

- G. To continue to make available the library's meeting rooms to qualified groups.
- H. To foster good relations and cooperation with local government by continuing to respond to requests for information and meeting room space.
- I. To provide assistance to town officials and local businesses.
- J. To provide community meeting space for local civic groups and organizations.

- K. To promote the library at local events such as the Arnold Mill's Fourth of July Parade and Cumberland Fest.

Goal IV. To support, train and adequately compensate library staff who, through ability, experience and education, can serve the needs of the public and the profession.

Strategy:

- A. To revise and maintain library job descriptions to acknowledge the need for increasing expertise in the use of technology to adapt to changes in the library science field.

Completion Date: On-going

- B. To review and update the Library Personnel Policies and Procedures Manual.

Completion Date: February 2002 and annually thereafter

- C. To establish a pay scale that will reward staff for good service and to attract experienced personnel.

Completion Date: July 2002 and on-going

- D. To review and update Library Policies and Procedures Manual to include new technology techniques.

Completion Date: February 2002 and on-going

- E. To conduct annual evaluations of all personnel to address on-going needs of the institution and the personal growth of individual employees.

- F. To continue to encourage and support Continuing Education efforts for all professional librarians and support staff, requiring that each professional librarian attend at least one Continuing Education workshop/conference per year, and urging all other staff to take advantage of the same opportunity.

- G. To schedule at least once annually a staff development program to reinforce positive staff attitudes towards a service orientation.

Goal V. To foster good relations and cooperative efforts with the Cumberland School Department.

Strategy:

- A. To work cooperatively with local school librarians to share information and resources with teachers and the students through use of the School Department's daily delivery system.

Completion Date: On-going

- B. To make available the opportunity for each of the town elementary schools to schedule a class tour of the library.

Completion Date: On-going

- C. In cooperation with the School Department, to develop a schedule of school visits by the Children's Room staff in each elementary school at least once annually.

Completion Date: On-going

- D. In cooperation with the School Department, to develop a schedule of visits by the Young Adult Librarian to the high school and both middle schools.

Completion Date: On-going

- E. To continue to maintain cooperation between the Young Adult Librarian and the Heads of English and Social Studies Departments by making recommendations and providing annual reviews of the Summer Reading List program.

Completion Date: On-going

- F. To continue to support the schools' Summer Reading List program by providing materials and making available copies of the Summer Reading List both in print and on our webpage.

Completion Date: On-going

- G. To assist the schools in the promotion and celebration of Reading Week and Book Week by serving as volunteer readers and resource persons in the development of Town wide celebrations such as Week of the Young Child.

Completion Date: On-going

- H. In cooperation with the School Department, to host an Open House for the town teachers in order to introduce them to the newly expanded and renovated library facilities and its available services, collections and programs.

Completion Date: April 2003 and annually thereafter

- I. In conjunction and cooperation with the middle schools and high school, to establish and coordinate a homework assistance program.

Completion Date: September 2003

- J. In cooperation with teachers and administrators, hold library programs at the schools in order to reach more students.

Completion Date: September 2004

Goal VI. To increase the collection of materials which are relevant to the user population.

Strategy:

- A. To review and update selection policies to address materials acquisitions in all service areas and in all formats.

Completion Date: January 2003

- B. To continue to develop the library's computer software collection and database services.

- C. To set up a subscription system with a reliable book jobber to automatically forward copies of selected authors' new publications just as soon as they are released, in order to facilitate the timely acquisition of bestsellers and other popular titles.

Completion Date: March 2002

- D. To promote the Parenting/Early Childhood collection expand it at the rate of at least 15 titles yearly.

Completion Date: Annual

- E. To respond to the increased demand for DVD's by continuing to develop the collection at an accelerated rate of at least 50 titles annually.

- F. To start a collection of books on CD with the help of grant funding, and to continue to develop it by adding at least 25 titles yearly.

Completion Date: July 2002 and on-going

- G. To develop a Genealogy Reference Section with the Rhode Island Room Collection.

Completion Date: December 2005 and on-going

- H. To preserve local history materials for use by future generations through improved preservation and security techniques and procedures.

Completion Date: On-going

Goal VII. To provide quality programs which support the mission of the Cumberland Library.

Strategy:

- A. To plan, publicize and present at least six cultural or informational programs for the general public each year.
- B. To seek out speakers from any of the RI colleges and offer a series based on a theme (e.g. business, current events, culinary arts) each year
- C. To continue to offer at least six adult craft programs per year.
- D. To provide at least 12 instructional computer programs per year for patrons of all ages on a variety of topics.
- E. To offer at least three series of four weekly preschool storytimes annually.
- F. To offer at least ten children's craft programs per year.
- G. To continue to respond to requests from local nursery schools and other community groups and organizations for library orientation.
- H. To provide programs for local schools, as listed in Goal III.
- I. To provide at least one seminar annually on interviewing techniques, communications and resume writing skills.

Goal VIII. To make a rigorous effort to reach the unserved/underserved (i.e. young adult, senior and homebound) populations of Cumberland.

Strategy:

- A. Conduct research using library literature and the experiences of other libraries to develop a program that would provide library materials to Cumberland residents who are homebound and unable to visit the library. Define the population to be

served and the staff and monetary resources that would be needed to implement the program.

Completion Date: December 2003

- B. Obtain any necessary funding for the new service. Develop policies and procedures. Train staff and/or volunteers. Promote the new service through the press, brochures and the web.

Completion Date: December 2004

- C. Establish a Top 10 list for YA books by polling teens, school librarians and other YA librarians.

Completion Date: December 2002

- D. Set up a partnership with the town's new Youth Center, sharing resources, and promoting services and programs.

Completion Date: December 2003

- E. In collaboration with school librarians, form a teen book discussion group and hold meetings at both the library and the schools.

Completion Date: December 2003

Goal IX. To promote family, information and science literacy through quality programs.

Strategy:

- A. In cooperation with LVA, establish, coordinate and provide space, equipment and collection resources for adult literacy tutoring.
- B. To continue to offer a variety of summer programming to children, with emphasis on literacy and the Summer Reading Program.
- C. To become involved in the "Mother Goose Asks Why" program to promote parent and child involvement in the sciences.

Completion Date: December 2004

- D. To explore the options for a family literacy program to encourage parents in helping their children become life-long readers.

Completion Date: September 2004

- E. Establish the family literacy program, set up policies and procedures, train staff and promote and implement the program.

Completion Date: September 2005

A PLAN FOR EVALUATION

In December of each year, the Library Administration will review the Long Range Plan to determine whether the goals and objectives set forth in the time line are being met by the dates set forth in the plan.

If any goal or objective has not been met according to schedule, a determination will be made whether that objective is still relevant. If so, the Administration will assess why the objective was not achieved according to plan, and will propose strategies and budgetary resources to achieve implementation within a timely and cost-effective manner. If the objective is no longer relevant or possible, an assessment will be made as to whether it should be amended or simply deleted from the plan. The Long Range Plan will then be revised to reflect the changing needs of the community and/or the ability of the library to achieve its goals.

At the same time, the Administrative team will determine whether the staff or the Board of Trustees have identified any new goals or objectives over the prior twelve months, which should be added to the overall plan. If so, a timeline for these objectives shall be inserted into the revised plan.

A report will be submitted to the Library Trustees of the prior year's successes and disappointments, with recommendations for proposed strategies to address any objectives that were not achieved within the proposed timeline and/or to reassess its value and to discard/modify/add any particular objectives from/to our plan.

Approved by Library Board of Trustees January 29, 2002

Revised April 23, 2002